REQUEST FOR PROPOSALS – CONSULTANCY SERVICES

BELOW -THE-LINE (BTL) MARKETING SERVICES FOR GAIN NIGERIA’S ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND) PROJECT

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others. Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. Background

This Request for Proposal (RFP) is issued and will be administered by the Global Alliance for Improved Nutrition (GAIN) in respect of the Enhancing Access to Safe and Nutritious Diets (ENSAND) project. The Enhancing Access to Safe and Nutritious Diets (ENSAND) project is a 5-year project that seeks to improve the dietary quality of Bottom of the Pyramid (BOP) households by increasing egg consumption amongst children. The focus is mainly on young children aged six months to nine years in the FCT, Kaduna, and Kebbi states.

The project's strategic approach targets out-of-school and in-school children. For in-school children, the project aims to leverage the Nigerian Social Investment Program (NSIP), specifically the Home-Grown School Feeding Program (HGSFP), targeting children from Bottom of the Pyramid (BOP) households attending government primary schools (classes 1-3). While for out-of-school children, the focus is on children aged 6-59 months, who are younger siblings of the in-school children. The project's intervention strategy cuts across three dominant and mutually reinforcing intervention pathways: Enabling Environment, Access, and Demand Creation, and each pathway is designed to achieve a set intermediate outcome geared towards the project impact as outlined below:

**The Access Pathway** aims to ultimately increase and sustain egg availability and consumption by school children/BoP households in FCT, Kaduna, and Kebbi states by at least 30% through interventions targeted at PAN and state-lead egg aggregators for the HGSFP. The anticipated key immediate/intermediate outcome includes improved procurement/distribution and coordination capacity, access to finance/ business services, and overall efficiency of egg aggregators.

**The Enabling Environment pathway** will focus on the broader institutional, governance, and political factors to support accessibility, availability, and increased consumer demand for the project's success. The core of this pathway will be to work with the government of Nigeria at various levels and other relevant actors to ensure buy-in, ownership, credibility, and sustenance of the key intervention mix.

**The Demand Creation pathway** will utilize commercial marketing techniques to increase access and consumption of eggs, including motivating parents/caregivers in BoP households to support and sustain egg consumption by children.
3. PURPOSE AND SCOPE OF WORK:
The primary purpose of this RFP is to engage the services of a below-the-line (BTL) media agency to provide commercial marketing services aimed at increasing the demand for eggs as a nutritious food for consumption by children aged 6 months to 9 years old in Kaduna State. To achieve this objective, the preferred media agency will provide the following services;

- Develop a BTL market activation strategy and plan to motivate parents/caregivers to increase egg consumption by children by ensuring they eat at least one egg per week.
- Buying and placement of Point of Purchase (PoP) activation in line with the agreed BTL plan.
- Monitoring the BTL plan to provide input into the programme evaluation process to achieve the project objective.

Description of the work scope.

a. Strategic context.
Most nutrition programmes focus on educating people by sharing knowledge and information on diet. This is based on the assumption that nutritional knowledge will encourage people to make improved dietary decisions.

The limitation of this approach is the fact that people’s point-of-purchase (PoP) food choices are influenced by many other factors, such as desirability, taste, price, family history, cultural practices, and social status. These come together as an emotionally motivated purchase desire and not a rational purchase logic. Moreover, these decisions do not operate in isolation but are made in the context of different products within the food sector competing for people’s attention, time, and available money.

It is this broader context that has prompted the need to explore different approach by using through-the-line (TTL) marketing techniques to focus on building the desire amongst parents to feed their children on eggs, thereby creating higher demand for eggs.

b. Campaign Outcomes
The campaign has a number of projected outcomes. These includes;

- Increased the number of children aged 6 months to 9 years old consuming egg at least once per week in designated Bottom of the Pyramid households in Kaduna state.
- Improved the desire of parents to provide eggs once a week in the households (HH) for their children’s consumption.

The quantification of these outcomes, (Potential reach and frequency of exposure) that will be achieved through the media plan will be determined by the baseline taking place in Kaduna.

c. Campaign Strategy
The strategy has 4 elements. These are;

- Establish a positive desire in parents to feed their children aged 6 months to 9 years old eat one eggs at least once a week.
- To build frequency of exposure to this emotional trigger
- To prompt association with anticipated BTL campaign at the Point of Purchase (POP)
- To provide supporting evidence to less confident parents.

d. Geography
This campaign will run from October 2023 to 2026 in the Kaduna state, with below-the-line activity taking place in 4 local government areas namely Kaduna North, Kaduna South, Sabon Gari, and Kaura.

e. Audience
The primary audience for the campaign will be the parents/caregivers of children aged 6-59 months, from the Bottom of the Pyramid (BOP) households.

f. Creative concept and campaign fluency
A number of campaign fluency materials have already been developed through an existing GAIN project, named Better Diet for Children (BDC). Therefore, this campaign will adopt and build on the existing campaign trajectory.

4. DELIVERABLES AND TIMELINES

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<thead>
<tr>
<th>S/N</th>
<th>Activities</th>
<th>Timelines</th>
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<tbody>
<tr>
<td>1.</td>
<td>Deadline to submit questions if any</td>
<td>8th September 2023</td>
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<td>2.</td>
<td>Proposal Submission</td>
<td>13th September 2023</td>
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<td>3.</td>
<td>Pitch Presentation - Agencies will be allocated 90-min pitch slot times. 30 mins of this time allocated time will be devoted for Q/A</td>
<td>21st September 2023</td>
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<td>4.</td>
<td>Co-creation workshop</td>
<td>27th – 29th September 2023</td>
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<td>5.</td>
<td>BTL execution plan submitted</td>
<td>6th October 2023</td>
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<td>6.</td>
<td>Contracting concluded</td>
<td>18th October 2023</td>
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<td>7.</td>
<td>Roll-out market activation activities</td>
<td>25th October 2023</td>
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5. QUALIFICATIONS
The Service Provider shall be a below-the-line agency experienced in providing commercial marketing services such as point-of-purchase merchandising. It must also have verifiable evidence of previous work with international development agencies in Nigeria focusing on the food system like GAIN. In addition, the Service Provider should have a minimum of (10) years of working experience with professionally competent staff knowledgeable in the various phases of providing social commercial marketing services with emphasis on BTL approach/initiatives. These include concept development, pretesting, media plan development, monitoring, technical progress report presentation, and media placement within the context of the market system. Moreover, the preferred service provider must be legally registered to operate in Nigeria.

II. INSTRUCTIONS FOR RESPONDING
This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. BUDGET
Applicants are required to provide an illustrative budget in Nigerian naira in a separate excel document. The budget submitted with this proposal should include (i) a justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs including, personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.

2. FORMAT FOR PROPOSAL
The proposal shall be package as two separate documents/attachments as follows;

- Technical proposal:
  1. Description of previous relevant work (maximum 1 page)
2. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
3. Detailed proposal explaining how the areas of work mentioned in objectives and scope of work will be addressed, including risk and mitigation strategy, sustainability, and timeline (Maximum 10 pages)
4. References
   - **Financial proposal:**
     1. Budget
     2. Detailed budget justification
     3. Offer of services

3. **CONTACT**
   Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: nquotation@gainhealth.org copying datamewalen@gainhealth.org, digelle@gmail.com and ierhabor@gainhealth.org
   Queries sent by September 5th, 2023, at 5:00pm EST will be responded to on September 8th 2023. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

**SUBMISSION**
The original proposals should be submitted in electronic copy on or before 13th September 2023 to email address; nquotation@gainhealth.org Please indicate BTL MARKETING SERVICE WORK as the subject matter for your submission.

4. **UNACCEPTABLE**
The following proposals will automatically not be considered or accepted:
   - Proposals that are received after the RFP deadline.
   - Proposals received by fax or post.
   - Incomplete proposals.
   - Proposals that are not signed.

5. **REVISIONS**
   Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

6. **ACCEPTANCE**
   GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern the process.

7. **COMPLETION**
   - Proposals must be submitted on the official letterhead of the lead organization or firm and must be signed by a principal or authorized signatory of the lead firm or organization.
   - In case of errors in calculating overall costs, the unit costs will govern.
   - While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
   - By responding to this RFP, the applicant confirms its understanding that failure to comply with any of the RFP conditions may disqualify their submission.

8. **RIGHTS OF REJECTION**
   GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or...
damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

9. REFERENCES
GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

10. RELEASE OF INFORMATION
After awarding the Proposal and upon written request to GAIN, only the following information will be released:
- Name of the successful applicant.
- The applicant's own individual ranking.

III TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION
GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY
All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL
GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA
Proposals will be reviewed by the Selection Team. The following indicates a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
  - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - Providing detailed technical documentation of the proposed strategy.
o Evidence of experience delivering similar projects.

- The creative and methodological approaches required to implement each of the parts of the scope of work.

- Comprehensiveness of work plan and reasonableness of proposed time frame:
  o The proposal shall include a feasible work plan to ensure successful completion of deliverables.
  o The work plan details how activities will be coordinated.

- Detailed budget and cost-effectiveness of proposed approach:
  o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  o Proposal shall identify possible challenges and include creative approaches to addressing them.

- Management and personnel plan:
  o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  o The roles and responsibilities of each team member shall be clearly defined. GAIN shall each have one main contact person clearly identified in the proposal.

- A duly completed offer of services:
  o GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN’s express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD
The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of an award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

Offer submitted by:
(Print or type business, corporate name, and address)

I (We) the undersigned hereby offer to GAIN to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorized representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

1. [to be completed]
2. [to be completed]
3. [to be completed]
4. [to be completed]

I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

I (We) herewith submit the following:

1. A Proposal to undertake the work in accordance with GAIN's requirements specified.
2. A duly completed offer of services, subject to the terms herein.

OFFERS THAT DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location].

[add title] Signature (applicant)

[add title] Signature (applicant)